

Macy's

R. H. Macy & Co.'s Attractions Are Their Low Prices.
34th to 35th St.

Toys Reduced

The Toy-buying throngs have succeeded in depleting assortments at several points. Wherever varieties show signs of exhaustion we've rounded up the remnants and changed the price-brand on their tags. You'll find these odds-and-ends of our **quickest** sellers on a separate counter Monday morning. When the news of their price-lowering spreads there'll be double-quick stepping in their direction. **AT-THEM!**

Real Lace Handkerchiefs

The sentiment of the period harmonizes exquisitely with the spirit suggested by REAL LACE HANDKERCHIEFS. Elegant, not tawdry; dainty, not obtrusive.

Duchess Lace Handkerchiefs
\$2.79 to \$12.98
Duchess and Rose Point
\$6.69 to \$18.74
Point Lace Handkerchiefs
\$6.89 to \$15.48

Women's Embroidered Silk Hose

When we began selling Silk Hose in a big, broad way, another trade tradition went askew. The old system was to surround Silk Hose with an atmosphere of ultra exclusiveness and to charge accordingly. We've changed all that. Silk Hose is still fine, delicate and elegant merchandise—none the less so because we have put its price on a popular basis. No need for us to tell you that.

\$1.94—Dainty hand-embroidered figures on black grounds.
\$2.49—Pure Thread Silk, black and white grounds, insteps embroidered in self and contrasting colors.
\$2.97—Black and white grounds, insteps embroidered with pretty floral and other neat designs.

Delicate, exquisite, shimmering combinations of lace and embroidery in the form of Hose—\$4.96 to \$39.74 a pair.
Any of the foregoing put in holly decorated box—free.

In the Linen Zone at Macy's

Domestic luxury, domestic beauty, domestic art, domestic **ECONOMY**—would you have ALL of them expressed in your Linens? WE MERELY PUT THE QUESTION. Bring your answers and your needs to the counters to-morrow.

Hand-made French Cluny Centrepieces, pure linen centres, 20 inches in diameter; imported to sell at \$1.25, special. **79c**
Hand-made Renaissance Bureau Scarfs, pure linen centres, very handsome designs; imported to sell at \$3.00, special. **\$1.39**
Hand-made Round or Square Renaissance Lace Table Cloths, 45 inches, hand drawn-work centres, edged with lace 20 inches wide; imported to sell at \$5.00, special. **\$2.79**
Hand-made Round or Square Renaissance Lace Table Cloths, 54 inches, hand drawn-work centres, edged with 17-inch lace; imported to sell at \$5.50, special. **\$3.49**
Hand-made Round Renaissance Lace Table Cloths, 54 inches in diameter, pure linen and hand drawn-work centres, edged with lace 12 inches wide; imported to sell at \$5.00, special. **\$4.96**
Hand-made Round Renaissance Lace Table Cloths, 72 inches in diameter, pure linen centres, insertion 27 inches wide, edged with lace 15 inches wide; imported to sell at \$15.00, special. **\$7.89**
Same as above with hand drawn-work centres instead of lace.
Hemstitched Irish Linen Damask Table Cloth, 65x86 inches, with one dozen Napkins to match, 19x19 inches; packed in neat box. **\$7.16**
Same as above, with Cloth 65x104 inches. **\$7.83**
Hemstitched German Linen Cloth-and-Napkin Sets, ready for use, packed in box for gift-giving.

62x59-inch Cloth and 17x17 Napkins for \$3.79
61x80-inch Cloth and 17x17 Napkins for \$4.39
61x93-inch Cloth and 17x17 Napkins for \$4.87
Irish Linen Damask Napkins, ready hemmed, five effective patterns.
22x22 inches, worth \$3.25 dozen, at \$2.28
24x24 inches, worth \$4.25 dozen, at \$2.88

A Word About Christmas Shopping

Steady! Don't get excited. Economize time, money and effort by being systematic. Haphazard, random buying is usually hapless. **Right shy of whirlwind finishes.** Plan early; execute promptly. Make a list before you come to the store. You can think clearer in the quiet of your home than amid the tumult and hurlyburly of the aisles. Concentrate your mind on the work in hand. Don't let your thoughts strike off at tangents. **Keep close to the "buy" angle.** Our stocks invite; our prices urge. Among other things that claim your interest just now are Umbrellas, Canes, Smokers'

Articles, Automobile Requisites, Handkerchiefs—a France and an Ireland and a Switzerland of Handkerchiefs—Men's Smoking Jackets, Slippers, Fine Jewelry at reduced prices, Leather Goods ditto; Pianos, Pictures, Books, Desk Ornaments—but why go on? The whole store is one huge, monumental Gift suggestion. A word concerning deliveries. No matter how rough the weather may be—in rain, snow, sleet, wind, as well as in sunshine—we will not disappoint you. Our delivery facilities are augmented and organized at this season of the year to render **ideal service.**

IF

the particular thing you need isn't in our advertisement, don't conclude that it isn't in the store.

The advertising is small and narrow compared to the scope and magnitude of the business it represents. Newspaper space and its cost have limitations that must be respected. Were we to print ALL the strong values now current here, you'd probably not read, and the expense of doing so would change our prices. Therefore we give you a hint here and there and ask you to remember that thousands of other offerings equally attractive abound. Among the stocks that clamor for recognition, but could not receive it today, are the following:

- Fine Jewelry
- Handkerchiefs
- Umbrellas
- Canes
- Books
- Dress Patterns
- Scarves
- Neckwear
- Gloves
- Leather Goods
- Fancy Ribbons
- Perfumeries
- Pianos
- Oil Paintings

PROMPT DELIVERIES ARE PROMISED—even by wagon—Up to Christmas morning.

Imperial Princeton Outfit, \$16.89 and \$9.94

Fifth Floor, Music Dept.
Standard size Improved Imperial Princeton Talking Machines, with all the latest improvements and including large "flower" horn and 12 ten-inch Nipper Disc Records, your own selection; complete. **\$16.89**
Smaller size Princeton Machine, with 8 1/2 inch Disc Records, 78 rpm. Phonograph, clear toned, reliable instruments, newest designs, each. **\$9.94**
For Cylinder Records: Genuine quarter-sawn, golden oak, hand-polished, finished on all sides; 5 sliding shelves; capacity, 150 records; regularly \$14.74; sale. **\$9.89**
For Disc Records: Golden oak, beautifully grained and polished; artistic designs; capacity, about 200 records; our regular selling price was \$10.00 each; sale. **\$8.74**

Record Cabinets—Greatly Reduced

For Cylinder Records: Genuine quarter-sawn, golden oak, hand-polished, finished on all sides; 5 sliding shelves; capacity, 150 records; regularly \$14.74; sale. **\$9.89**
For Disc Records: Golden oak, beautifully grained and polished; artistic designs; capacity, about 200 records; our regular selling price was \$10.00 each; sale. **\$8.74**

Opera Glasses—Our Own Importations

The "Marchioness" Opera Glasses, our own direct importation; guaranteed lenses, thoroughly tested; black leather or pearl mountings, with either large or small eyepieces, \$4.69 to \$10.74.

"The Princess" Opera Glasses; a high-grade glass finished in either black leather or pearl, in neat black leather cases.

Pearl Mounted, \$4.74 to \$5.74
Black Leather, \$3.74 to \$5.49

Fur-Lined Coats Full Sweep Garments Versus Form-tight-fitting Ones



The men who make and those who sell cheap Fur-lined Coats pay no tribute to the Directorate style of Women's fashions, because their Coats are uncomfortably tight-fitting. They are satisfied to have them so, because a third or better is saved on fabric and fur that should have gone into the Coat to make it satisfactory. We advise against the buying of such skimpy-made Coats. Anyone who has ever owned one will tell you why such a purchase means extravagance.

Macy Fur-lined Coats are all made with a full sweep, permitting fullest freedom of movement. The linings are of prime skins, well matched; all seams are corded to prevent ripping. Our stock embraces Fur-lined Coats ranging in price up to \$424.50, including:
At \$49.50—COATS of fine quality Kersey cloth, 52 inches long, lined with blended Australian beaver; collar of Leipsic-dyed Persian lamb.
At \$89.50—BROAD CLOTH COATS, 52 inches long, lined with blended muskrat; Leipsic-dyed Persian lamb or otter collar.
At \$83.50—COATS of fine quality imported broadcloth, 52 inches long, lined with blended muskrat—full size skins; Leipsic-dyed Persian lamb collar.
At \$94.50—COATS of imported broadcloth, 52 inches long, lined with natural dark muskrat—full size skins; solid Persian lamb collar, Leipsic-dyed.
At \$129.50—COATS of very fine imported broadcloth, lined with natural Eastern mink; Leipsic-dyed Persian lamb collar.
In the Sporting Goods Department—fifth floor—we are showing a full line of the cheaper kinds of Fur-lined Overcoats—also Corduroy and Leather Garments for storm wear.

Silk Velvet Waistcoats Reduced

Men's Five-Button Model Waistcoats, made of silk velvet, plain browns, grays, greens and gray-and-black stripes. **Reduced from \$4.96 to \$3.84**

Art Wares for Practical Use! You Know What Happens to Their Prices About This Time?

Their beauty can't save them. The "mark-down" man is impartial—resolutely pruning prices wherever he can. If you demand proofs, here they are:

- Real Bronzes
- Castellina and Carrara Marbles
- Fine Decorated Plates
- Royal Vienna Vases
- Lobmeyr's Engraved Glass
- Galle Glass from Nancy
- "Straus" Brilliant Cut Glass
- Imported Lamps and Electroliers
- Decorated Dinner Sets
- Fish and Game Sets
- Rich Painted Porcelains

When we marked these goods we marked them for quick action, and we never had a thought that the original prices would ever be clipped; but that's precisely what has happened. Some of the costlier novelties are hanging fire. The happy holiday selling time will soon be over. **Pop go the Prices!**

Men's Slippers

You'll make no slip if you select Slippers for the MAN. Heart brighteners that tax your pocketbook so lightly.

Men's Slippers, made of brown ooze calf, black, brown and red grain and brown kidskin and calf-skin, in Faust and Opera styles. They are epic and span fresh goods, sold by us regularly at \$2.97 and \$3.49 a pair; **\$2.44** choice. (Second and Fifth Floors.)

Men's Silk Half Hose

- \$1.29**—Black Pure Thread Silk Half Hose, cotton soles; also all the new shades.
- \$1.39**—Black Pure Thread Silk Half Hose, medium weight, cotton soles.
- \$1.49**—Black Pure Thread Silk Half Hose, extra heavy weight.
- \$1.94**—Black Pure Thread Silk Half Hose, hand-embroidered figures on instep.
- \$2.69**—Black Pure Thread Silk Half Hose, medium weight, hand-embroidered ankles.
- \$2.97**—Black Pure Thread Silk Half Hose, daintily hand-embroidered insteps; also Ribbed Silk Half Hose, in shot effects.

Men's Fur Caps

Genuine Alaska Seal Skin Caps—Driving or Detroit shapes; special at **\$3.96** and **\$4.96**. **Better qualities ranging up to \$16.49. The higher the price, the greater the saving.** Electric Seal Caps, finest grade, **\$1.74, \$2.49** and **\$3.96**.

\$12.48 Oriental Rugs at \$9.89

Rugs from Tibet. Queer Chinese designs on dark blue, red and ivory grounds. Art of the Mongol—quaint, curious, fanciful. Nothing charming for the gift. Sizes average 2 1/2 x 4 1/2 feet. The close Macy price was \$12.48—the closer **\$9.89** Macy price is.

\$44.74 Silk Rugs at \$35.74

These Silk Rugs from the Orient are products of infinite patience. Hand-woven textiles never took more delicate dyes. Prayer patterns—blue, green, coral, ecru, ivory—changing and shimmering in various degrees of glossiness in different angles of light. Average size 4 x 5 1/2 feet. Our usual price \$44.74. Nine dollars pinched off to prod your Rug thought.

Macy's Sunday School Candies

Macy's Sunday School Candy, as sold by us for years, consists this year of French Creams, Fancy Gum Drops and Chocolates, assorted shapes and flavors, packed 30 lbs. in a box, with sixty half-pound fancy Xmas folding boxes, complete. **\$3.00**

"A" Quality Mixed Sunday School Candy consists of assorted Chocolates, Fancy Jellies, Bon Bons, packed in 5-lb. boxes, for **79c**

"B" Quality Assorted Sunday School Chocolates, packed in 5-lb. boxes, different centres, for **99c**

"C" Quality Mixed Sunday School Candy, consists of one-half Chocolates and one-half Bon Bons, no French Creams or Gum Drops. This quality is sold regularly for 20c. lb., packed in 5-lb. box, for **99c**

With all orders for Mixtures, packed in 5-lb. boxes, for twenty-five pounds or over, we include sufficient half-pound Xmas folding boxes free of charge.

These High Grade Candies Manufactured by Us Are as Fine as Any Made

"Perfection" Chocolates and with Bon Bons in one, two, three and five pound boxes; elsewhere 80c. a pound; our price. **59c**

"Gold Seal" Chocolates and with Bon Bons in one, two and five pound boxes; elsewhere 80c. a pound; our price. **39c**

"Ideal" Chocolates and "Herald" Mixed Candies, in one or five pound boxes; elsewhere 40c. a pound; our price. **24c**

To distinguish the above candies, the "All Chocolates" are tied with red ribbon and the chocolate mixtures with pink ribbon.

Fancy Baskets, filled with chocolates, at 40c., 50c., 60c., and 98c.

A Booming Book Business

Our fight with the Book Trust—a fight for the right to sell books as cheaply as we choose—is a single-handed affair. We continue to sell late copyrighted fiction at 98c. against the \$1.08 or more demanded in all other stores.

That underpricing of 10% on late books is indicative of a greater underpricing on other books—Standard Sets, etc.—in greatest demand for holiday gifts. On such books you will find Macy prices fully 25% lower than the prices prevailing elsewhere for similar publications. Abundant proof of our underselling supremacy in the crowds that throng this Book Store hourly.

Standard Library Sets

Byron's Works, illustrated, 10 volumes, half morocco. **\$25.54**
Prescott's Works, illustrated, Cabinet Edition, half morocco. **\$30.56**
Mark Twain's Works, illustrated, Hillcrest Edition, 25 volumes. **\$38.59**
Stevenson's Works, Thistle Edition, 26 volumes, half morocco. **\$31.12**
Dickens' Works, illustrated, Cabinet Edition, 30 vols., half morocco. **\$46.98**
George Eliot's Works, Subscription Edition, 24 vols., half morocco. **\$43.21**
Scientific Library, 60 volumes, half morocco. **\$121.24**
Fielding's Works, Edition de Luxe, 18 volumes. **\$35.80**
Hugo's Works, illustrated, Cabinet Edition, 24 vols., half calf. **\$42.89**
Abraham Lincoln's Complete Works, Nicolay and Hay, Gettysburg Edition, 12 volumes. **\$22.49**
Dumas's Historical Romances, 15 volumes, half morocco. **\$18.41**
Eliot's Works, illustrated, Sterling Edition, 8 vols., 2 1/2 morocco. **\$10.24**
Bulwer's Works, illustrated, Sterling Edition, 15 vols., half morocco. **\$18.61**
Charles Reade's Works, Library Edition, half calf. **\$10.44**

Cloth-Covered Sets

Dickens' Works, Sterling Edition, 15 volumes. **\$8.99**
Reade's Works, Library Edition, 12 volumes. **\$8.96**
Scott's Works, illustrated edition, 12 volumes. **\$7.21**
Hugo's Works, illustrated edition, 10 volumes. **\$5.96**
Shakespeare's Works, Handy Stratford Edition. **\$5.74**
Peppys' Diary, Library Edition, 4 volumes. **\$3.78**

Low-Priced Cloth-Covered Sets, Five Volumes for \$1.19

Dickens, Scott, Kipling, Cooper, Hawthorne, The Duchess, Jules Verne, Conan Doyle, Henty, Hall Caine.

Touch-Downs in Upholstery Goods

Hardly a day passes without noteworthy values appearing among that brilliant assembly on the Third Floor—Upholsteries and related things. The attractions for Monday are particularly strong.

Lace Curtains
Dainty Marie Antoinette patterns on best French bobbinet. **\$4.39** for the **\$5.75** quality.
5.94 for the 8.00 quality.
6.94 for the 8.75 quality.
8.24 for the 10.00 quality.
9.74 for the 13.50 quality.
11.74 for the 14.50 quality.
13.74 for the 16.00 quality.
15.25 for the 18.50 quality.

Colored Madras Curtains—Stained Glass Effects
\$3.96 a pair for the quality usually sold at **\$5.25** a pair.
4.96 a pair for the quality usually sold at **6.75** a pair.
6.74 a pair for the quality usually sold at **8.00** a pair.

Take These Tapestry Table Covers
Tapestry Table Covers, Oriental designs in Persian colorings, two yards square. **\$2.69** for the **\$3.75** quality.
2.94 for the 4.50 quality.

\$3.24, \$3.94, \$5.24, \$6.74
For Tapestry Table Covers, ten-quarter size, in a large assortment of designs and colorings—worth \$4.50 to \$8.00.

A Fair Field for Furniture Buyers

Low, but continuous. That describes the buzz of business that rings and sings where the swing of the Christmas Furniture buying never ceases. As the Holiday horizon grows nearer, the crowds swell, trade intensifies and the Furniture men are happy. How happy? Judge of that by the values. They are in the Macy class—beyond the range of competition.

Rockers, golden oak and mahogany finished, high backs and full arms, saddle seats; special at **\$3.49**.

Arm Chairs, quartered oak, highly polished, high back, full arms, saddle seats; regularly **\$7.24**, sale, **\$5.67**.

Morris Chairs, quartered oak, spring seats with reversible cushions, covered in plain and fancy velour; regularly **\$10.49**, special, **\$7.49**.

Morris Chairs, quartered oak, extra large size, massive claw feet and wide arms, spring seats with reversible cushions, covered with velour; regularly **\$12.74**, special at **\$9.89**.

Arm Chairs, mahogany finished frames, highly polished spring seats, covered with velour, tapestry and damask; **\$10.00** quality, special at **\$5.84**.

Women's Desks, golden oak, weathered oak, maple, mahogany finish and solid mahogany, in all the latest styles and finishes: Regularly \$10.49; sale, **\$8.24**. Regularly \$15.24; sale, **\$12.50**. Regularly \$17.49; sale, **\$14.59**. Regularly \$26.24; sale, **\$21.24**. **Other Desks ranging up to \$165.00**

Music Cabinets, Vernis-Martin, oak, mahogany finish and solid mahogany; for sheet music; perforated music rolls and disc records: Regularly \$6.24; sale, **\$4.60**. Regularly \$10.24; sale, **\$7.07**. Regularly \$13.49; sale, **\$10.40**. Regularly \$22.49; sale, **\$16.40**.